INFORMATION BULLETIN

EDD Employment Development Department

JOB TRAINING PARTNERSHIP ACT

State of California

Number**:** B99-6

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TO: SERVICE DELIVERY AREA ADMINISTRATORS
    PRIVATE INDUSTRY COUNCIL CHAIRPERSONS
    JTPD PROGRAM OPERATORS
    EDD JOB SERVICE OFFICE MANAGERS
    JTPD STAFF

SUBJECT: NEW LABOR MARKET INFORMATION SERVICES AND PRODUCTS

This information bulletin is to announce new labor market information services and products that the Labor Market Information Division (LMID) is making available to all Service Delivery Areas (SDAs). The LMID has compiled a list of 30 products and services that are being provided to assist SDAs in obtaining better and more localized labor market information. The list was mailed to all SDAs with an explanation as to the purpose and scope of what is available. Increases in services and products over the three choices provided last year are a direct result of SDA requests for an expanded range of services.

These expanded products and services are being provided through a Job Training Partnership Act, Title III 40 percent allocation to LMID. The SDAs are allowed equal access to services. The level of service tailored to the local needs of each SDA will be outlined in a Memorandum of Understanding (MOU) negotiated between the SDA and LMID.

Your SDA will be contacted soon by the LMID consultant in your area to start the MOU process. Should you need to contact your consultant prior to being called, a list of consultants' names and phone numbers is attached.

If you have any questions, please contact your program manager or Bill Paul at (916) 654-1344.

/S/ BILL BURKE
  Assistant Deputy Director

Attachments

Job Training Partnership Division / P.O. Box 826880 / MIC 69 / Sacramento CA 94280-0001 www.edd.ca.gov/emptran.htm

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Labor Market Information Division Products and Services for SDAs
Program Year 1999/2000

Training Packages		
Title	Purpose	Scope
#TR 1— **Making LMI Work for You**	This introductory one-day class is designed for people who will regularly use labor market information (LMI). This class is useful for workforce preparation staff, economic developers, educators, and social service workers who need or use LMI on the job. Beginning this year, SDAs can choose from a class for up to 12 people with one instructor, or a class for up to 25 people with two instructors.	The course includes labor market information concepts, a description of the data available from the Labor Market Information Division (LMID), instruction on understanding and using the wage information and the occupational and industry data. Students practice with hands-on exercises to develop proficiency. Discussion sessions include an introduction on accessing LMI via the Internet. SDAs can use LMID - MOU funds to offer scholarships for One-Stop or WIA partners so they can attend the "Making LMI Work for You" classes.
#TR 2— **Working with LMI**	This half-day class is a shorter introductory class than TR #1. As with the one-day class, SDAs can choose a class for up to 12 people with one instructor, or a class for up to 25 people with two instructors.	This abbreviated class includes materials (any two of the four modules) from the full-day class. The mix of training materials will be selected by the SDA in consultation with ASG staff.
*#TR 3—*LMI Publications Overview	A brief (up to two hours) overview of publications will help staff understand terminology, identify job growth and find wage information.	Topics covered would include a glossary, origin and interpretation of data, and how data can help in various career, placement, economic development and planning activities.
#TR 4— LMI Publications & Web Site Overview	The purpose is the same as #TR 3. This brief (up to two hours) overview is for new or beginning users of LMI.	Topics includes #TR 3 (above) and a short introduction to the Internet. Internet users will learn to find materials similar to hard copy data on the LMID web page.

Training Packages (continued)		
Title	**Purpose**	**Scope**
#TR 5—LMI Institute Modules	The LMI Institute classes go beyond the introduction provided in "Making LMI Work for You." The courses offer an in-depth understanding of specific LMI resources for staff or management. Entities can select single or multiple topics based on the needs of their staff and customers.	All of the modules offered through the LMI Institute are on-line classes so students gain valuable experience on locating and using LMI via the Internet. LMI Institute modules include the following: Introduction to EDD & LMI, Introduction to Navigating and Exploring the Internet, Industries, Occupations, Wages, Population Demographics, Employment Demographics, and Geographic Information Systems (GIS). Courses are only taught in computer labs with internet access. (Check with your Consultant on availability date.)
#TR 6— O'NET Overview	Understanding the O*NET will enhance staff understand of skills based occupational data.	Trainees using this powerful new database will learn to relate worker characteristics such as aptitudes and job requirement to occupations. Trainees will also learn to link occupations requiring similar skills and to use a cross-reference linking education, military, job placement and other coding systems. (Check on date available.)

Multimedia, Software, and Printed Materials		
Title	**Purpose**	**Scope**
#M 1—ASK for LMI	ASK for LMI helps staff and customers with job search, career exploration, and planning training programs.	ASK for LMI provides occupational information and self-service career exploration. LMID will customize ASK for LMI for the customer to include the users' choices of counties or areas.
#M 2—ASK for LMI Updates	Having the most current information improves decision-making.	LMID will update ASK for LMI when updates on occupational and industrial data become available.
#M 3— California Career Videos	Multimedia display of occupational information will attract a younger and/or less literate audience.	Audio/Video displays of nearly 100 of the most common or growing occupations are available in this set. These displays will help counselors and job seekers develop career plans.

Multimedia, Software, and Printed Materials (continued)		
Title	**Purpose**	**Scope**
#M 4—LMI Publications	Hard copies would provide access for more data users.	SDAs may order any report in sufficient numbers to serve their customers. Orders that exceed the standard LMID inventory may be subject to printing or reproduction delays.
#M 5—Cross Reference Matrix	This industry-occupation cross-reference will assist planners, job developers and staff who present job-search workshops.	This reference contains non-confidential information and displays how many people are in each occupation (specified by industry) and in each industry (listed by occupation).
#M 6—Work Smart Multimedia	This computer-based multimedia self-help system helps entry-level job seekers understand what it means to be job-ready.	Work Smart - "Am I Job Ready" helps clients prepare for the world of work. It is particularly useful for inexperienced job seekers or those who have been out of the workforce for an extended period. (Check with your Consultant on availability).

Consultant Services and Research		
Title	**Purpose**	**Scope**
#CSR 1— Using LMID Products Effectively	A presentation that will help you staff understand the best use of various software and multimedia products and the LMID Internet site.	Labor Market Consultants can demonstrate ASK for LMI, the Enhanced State Training Inventory (ESTI), Work Smart, California Career Videos, LMI Links, use of LMI Internet e-mail, and other on-line services to small groups.
#CSR 2— Economic and Labor Market Updates	A presentation about trends increases understanding of current economic events.	LMID can provide an annual or periodic update on area and/or state labor market trends. The presentation could be for an SDA, or a meeting sponsored by the SDA for a broader audience.
#CSR 3— Grant Proposal Preparation	Technical assistance will help an SDA or its partners secure funding for needed projects or activities.	LMID can help collect, assemble, and analyze LMI statistics needed in grant proposals. Labor Market Consultants can also help review grant proposals.
#CSR 4— Power Point Presentation	Using consultants to prepare a professional presentation will permit SDA staff to redirect time to other activities.	Labor Market Consultants can prepare PowerPoint presentations on LMI and tailor them to an SDA's specifications.

Consultant Services and Research (continued)		
Title	**Purpose**	**Scope**
#CSR 5—Set Up a Library	A library provides a centralized physical resource for labor market information.	LMID can provide LMI publications for a library or a section of a resource room. The cost varies depending on the quantity and variety of publications ordered for the library.
#CSR 6— Special Reports	SDAs and their partners can use this report for marketing, economic development, and grant writing.	Labor Market Consultants can generate information focusing on local needs and could include data on industry clusters, employment, and demographics such as population changes. Customers would select the data elements.
#CSR 7— Produce GIS Maps	Maps will highlight important data connections.	A state map showing separate counties will feature various socio-economic population trends. Examples include comparative unemployment rates for counties or percent of population receiving public assistance. (Check with consultants on availability.)
#CSR 8— Local Wage Research	This new or updated information could assist a variety of users.	A survey of 5-15 standard occupations for wages in a single or multi-county area would be produced. Labor Market Consultants can provide technical assistance for selecting occupations, preparing a questionnaire, conducting surveys and analyzing data.
#CSR 9— Occupation Research	This study could produce tailored information for a variety of needs.	LMID can collect local data for LMID's Occupational Guides. These Guides currently contain statewide information.

Quick Guides and References		
Product	**Purpose**	**Scope**
#G 1— Training Level Require-ments	Job training information will assist with career choices.	BLS training levels for occupations would be linked to the fastest growing and largest occupations listed in the PPI for a specific county.
#G 2— Summary of Local Business Activity	A quarterly summary of local changes can be used for job development, planning and economic development.	Consultants can provide summaries of new companies entering the area, companies leaving the area, the number of employees affected or to be hired, and the dates of changes.

Employer Record Data Summaries (ES 202 Files)		
Data Summary	**Purpose**	**Scope**
#ER 1— **Seasonal Industry Patterns**	Job developers, job seekers and planners would have data to clarify employment patterns.	Seasonal hiring patterns for selected industries would be summarized and presented on a graph. Various seasonal patterns could be compared to assist job seekers to find employment for the whole year.
#ER 2— **Industry and Average Wage Data**	Data from employer files will help economic developers, planners, and job developers.	Common requests for data summaries by SIC (Standard Industrial Classification) for counties, zip codes or SDA areas include: 1. Average wages by SIC by county. 2. Five-year growth in selected SICs. 3. Size of Firm by SIC. 4. Locations of smaller firms by SIC and ZIP. 5. Industry groupings such as lumber & related, tourist industries, high tech firms, etc. 6. Comparison of any of the above data to a larger area such as a county or the state.

Employment Development Department
Labor Market Information Division
Service Delivery Area (SDA)/Area Services Group (ASG)
Single Point of Contact (SPOC)
Issue Date: July 15, 1999

SDA Area	ASG SPOC	Telephone No.	ASG Manager Contact	
Alameda County	Jeanette Miller	925/602-1588	Peter Paul	(707/864-9531)
Anaheim	Ann Marshall	714/687-4816	Donna Stone	(858/689-6054)
Butte County	Brandy Daniel	530/895-4300	Arvis Curry	(916/227-0350)
Carson, Lomita, Torrance Consortium	Bill Freed	213/744-2570	Mike Caplis	(213/744-2571)
Contra Costa County	Jeanette Miller	925/602-1588	Peter Paul	(707/864-9531)
Foothill Employ. & Trng. Consortium	Linda Reed	626/350-6530	Mike Caplis	(213/744-2571)
Fresno City/County Consortium	Carla Barnes	559/244-7716	Bob Schrage	(805/594-6133)
Golden Sierra Consortium	Quentin Turner	916/774-4384	Arvis Curry	(916/227-0350)
Humboldt County	Anita Alexander	707/441-5892	Arvis Curry	(916/227-0350)
Imperial County	Cheryl Mason	858/689-6544	Donna Stone	(858/689-6054)
Kern/Inyo/Mono Consortium	Sarah Parker	661/395-2543	Bob Schrage	(805/594-6133)
Kings County	Victor Coelho	559/244-7718	Bob Schrage	(805/594-6133)
Long Beach City	Bill Freed	213/744-2570	Mike Caplis	(213/744-2571)
Los Angeles City	Bill Freed	213/744-2570	Mike Caplis	(213/744-2571)
Los Angeles County	Bill Freed	213/744-2570	Mike Caplis	(213/744-2571)
Madera County	Carla Barnes	559/244-7716	Bob Schrage	(805/594-6133)
Marin County	Cathe Rutherford	707/863-9753	Peter Paul	(707/864-9531)
Mendocino County	Anita Alexander	707/441-5892	Arvis Curry	(916/227-0350)
Merced County	Carla Barnes	559/244-7716	Bob Schrage	(805/594-6133)
Monterey County	Eric Alexander	831/464-4367	Peter Paul	(707/864-9531)
Mother Lode Consortium	Victor Coelho	559/244-7718	Bob Schrage	(805/594-6133)
Napa County	Cathe Rutherford	707/863-9753	Peter Paul	(707/864-9531)
NoRTEC Consortium	Kathy Porter	530/225-2562	Arvis Curry	(916/227-0350)
North Central	Brandy Daniel	530/895-4300	Arvis Curry	(916/227-0350)

SDA Area	ASG SPOC	Telephone No.	ASG Manager Contact	
NOVA	Mary Navarro	408/774-2369	Peter Paul	(707/864-9531)
Oakland City	Jeanette Miller	925/602-1588	Peter Paul	(707/864-9531)
Orange County	Ann Marshall	714/687-4816	Donna Stone	(858/689-6054)
Richmond City	Jeanette Miller	925/602-1588	Peter Paul	(707/864-9531)
Riverside County	Thomas Flournoy	909/885-8614	Donna Stone	(858/689-6054)
Sacramento City/County Consortium	David Lyons	916/227-2015	Arvis Curry	(916/227-0350)
San Benito County	Eric Alexander	831/464-4367	Peter Paul	(707/864-9531)
San Bernardino City	Thomas Flournoy	909/885-8614	Donna Stone	(858/689-6054)
San Bernardino County	Thomas Flournoy	909/885-8614	Donna Stone	(858/689-6054)
San Diego Consortium	Cheryl Mason	858/689-6544	Donna Stone	(858/689-6054)
San Francisco City & County	Paak-Yin Tam	415/550-4743	Peter Paul	(707/864-9531)
San Joaquin County	Ismael Tapia	209/941-6551	Arvis Curry	(916/227-0350)
San Luis Obispo County	Dee Johnson	805/568-1358	Bob Schrage	(805/594-6133)
San Mateo County	Ruth Kavanagh	650/737-2664	Peter Paul	(707/864-9531)
Santa Ana City	Ann Marshall	714/687-4816	Donna Stone	(858/689-6054)
Santa Barbara County	Dee Johnson	805/568-1358	Bob Schrage	(805/594-6133)
Santa Clara County	Mary Navarro	408/774-2369	Peter Paul	(707/864-9531)
Santa Cruz County	Eric Alexander	831/464-4367	Peter Paul	(707/864-9531)
SELACO	Bill Freed	213/744-2570	Mike Caplis	(213/744-2571)
Shasta County	Kathy Porter	530/225-2562	Arvis Curry	(916/227-0350)
Solano County	Cathe Rutherford	707/863-9753	Peter Paul	(707/864-9531)
Sonoma County	Cathe Rutherford	707/863-9753	Peter Paul	(707/864-9531)
South Bay Consortium	Bill Freed	213/744-2570	Mike Caplis	(213/744-2571)
Stanislaus County	Victor Coelho	559/244-7718	Bob Schrage	(805/594-6133)
Tulare County	Victor Coelho	559/244-7718	Bob Schrage	(805/594-6133)
Ventura County	Dee Johnson	805/568-1358	Bob Schrage	(805/594-6133)
Verdugo Consortium	Margaret Platt	818/898-4184	Mike Caplis	(213/744-2571)
Yolo County	David Lyons	916/227-2015	Arvis Curry	(916/227-0350)